DOCUMENT RESUME

ED 129 237 IR 004 013

AUTHOR Flood, R. Kevin
TITLE The New Kid on the Block.
INSTITUTION National Archives and Records Service (GSA), Washington, D.C. National Audiovisual Center.
PUB DATE Jul 76
NOTE 19p.; Paper presented at the American Library Association Annual Conference (95th, Chicago, Illinois, July 18-24, 1976)

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS Archives; *Audiovisual Centers; Federal Government; Film Libraries; *Government Role; Instructional Media; *Library Standards; National Programs; Program Descriptions; Speeches
IDENTIFIERS ALA 76

ABSTRACT

Because the National Archives did not have the capacity to manage the volume of films produced by government agencies in recent decades, in 1969 the National Audiovisual Center was created. Its function is to act as a distributor on behalf of federal agencies and to provide information on all federally produced audiovisual titles. The Center is composed of three branches: (1) information; (2) marketing; and (3) distribution. The collection is composed predominantly of 16mm film, and holdings are divided into 26 subject areas. Film contents are very specific in nature and are generally useful for curriculum enrichment. Future plans include the development of a comprehensive data file of federally produced audiovisual materials. (EMH)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED129237

THE NEW KID ON THE BLOCK

by

R. Kevin Flood
Assistant Director
National Audiovisual Center, GSA
Washington, D.C. 20409

Paper presented at the ALA Annual Conference
July 18-24, 1976, in Chicago, Illinois

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

IR 004 013

July 20, 1976
Chicago, IL

ALA SPEECH

AS A NEW MEMBER OF THE INFORMATION CLUB WE FEEL SOMEWHAT AMBIVALENT ABOUT OUR ROLE. ON THE ONE HAND WE MOVE FORWARD WITH A STRONG SENSE OF MISSION ABOUT AUDIOVISUALS AND ON THE OTHER, WE WORRY ABOUT HOW CORRECTLY WE'RE STARTING OFF OUR INFORMATION SYSTEM. ARE WE USING THE RIGHT PREMISES.

IN THINKING ABOUT THIS, I WAS REMINDED OF THE GENTLEMAN WHO TRAINED GRASSHOPPERS. HE TAUGHT THEM TO JUMP UPON HIS COMMAND. ONE DAY HE DECIDED TO TRY SOMETHING NEW, SO HE CUT THE HIND LEGS OFF HIS BEST JUMPER AND THEN TOLD IT TO JUMP. IT DID. THEN HE CUT THE NEXT PAIR OFF, AND AGAIN, TOLD IT TO JUMP. IT DID. HE CUT THE LAST PAIR OFF AND TOLD IT TO JUMP AND OF COURSE THE POOR GRASSHOPPER JUST LAY THERE.

AFTER A MOMENT OF THINKING, THE TRAINER EXCLAIMED - UH HUH - IF YOU CUT THE LEGS OFF OF A GRASSHOPPER, IT GOES DEAF.

I WANT TO ASSURE YOU AT THE ONSET OF THIS TALK, THAT WE ARE PAYING VERY CLOSE ATTENTION TO OUR BASIC PREMISES.

LET ME BEGIN MY TALK BY PROVIDING FOR YOU THE SETTING IN WHICH THE NEW KID ON THE BLOCK EXISTS. THIS SHOULD ASSIST YOU IN IDENTIFYING WHERE WE FIT WITHIN THE FEDERAL HIERARCHY.

THE CENTER IS A SELF-SUSTAINING TRUST FUND PROGRAM OF THE NATIONAL ARCHIVES AND REPORTS TO THE EXECUTIVE DIRECTOR. THE NATIONAL ARCHIVES, AS YOU KNOW, IS CHARGED WITH THE RESPONSIBILITY FOR THE COLLECTION OF DOCUMENTS OF HISTORICAL SIGNIFICANCE TO THE HISTORY OF THE UNITED STATES. THE ARCHIVES IS ALSO RESPONSIBLE FOR THE ACQUISITION, STORAGE AND RETRIEVAL OF DOCUMENTATION GENERATED BY ALL OF THE FEDERAL GOVERNMENT, THAT IS, THEY ARE RESPONSIBLE FOR SUCH THINGS AS CORRESPONDENCE, FINANCIAL RECORDS, AND INTERAGENCY DOCUMENTS THAT ARE REQUIRED BY LAW TO BE RETAINED FOR A SPECIFIC PERIOD OF TIME.

THIS DOCUMENTATION HANDLING IS THE RESPONSIBILITY OF THE OFFICE OF THE FEDERAL RECORDS OF THE ARCHIVES.

IN 1950 THE FEDERAL RECORDS ACT WAS AMENDED TO INCLUDE FILM UNDER THE DEFINITION OF DOCUMENTS. UNDER ITS TRUST FUND OPERATION, THE NATIONAL ARCHIVES HAD HAD THE AUTHORITY TO SELL DOCUMENTS TO TAXPAYERS, AND SO THEY ALSO BEGAN TO INCLUDE CERTAIN GOVERNMENT PRODUCED FILM FOOTAGE THAT WAS HELD BY THE ARCHIVES. THE RATE OF GOVERNMENT FILM PRODUCTION INCREASED, AND THERE WAS NO PARALLEL EFFORT TO PROVIDE A CENTRAL DEPOSITORY FOR THEM. THE AUDIOVISUAL DIVISION OF THE ARCHIVES WAS, AND IS, RESPONSIBLE ONLY FOR MATERIALS

ILLUSTRATING HISTORICALLY SIGNIFICANT EVENTS. NEEDLESS TO SAY MUCH OF THE FILM FEDERAL AGENCIES PRODUCE IS VALUABLE TO A WIDESPREAD GENERAL AUDIENCE, ALTHOUGH IT CERTAINLY MAY NOT BE SIGNIFICANT IN AN HISTORICAL OR ARCHIVAL SENSE, AND THEREFORE DOES NOT QUALIFY FOR INCLUSION IN THE ARCHIVAL AUDIOVISUAL COLLECTION. AS THE NUMBERS PROBLEM BECAME MORE ACUTE, VARIOUS INDIVIDUALS FROM DIFFERENT AGENCIES, MOST NOTABLY HEW, BEGAN TO ACCUMULATE LISTINGS OF ALL OF THEIR MATERIALS FOR THE PURPOSE OF MAKING THEM AVAILABLE TO OTHER AGENCIES AND TO THE GENERAL PUBLIC. THESE WERE NOT SUCCESSFUL SINCE THEY FUNCTIONED INFORMALLY AND WITHOUT THE NECESSARY FINANCIAL SUPPORT. THE PROBLEM BECAME SO ACUTE THAT BY LATE 1960'S A STUDY WAS INITIATED BY THE ARCHIVIST AT THAT TIME, DR. ROBERT BAHNER, AND THIS RESULTED IN THE CREATION OF THE NATIONAL AUDIOVISUAL CENTER IN 1969.

UNDER THE AUTHORITY GRANTED BY THE NATIONAL ARCHIVES TRUST FUND BOARD TO SELL GOVERNMENT DOCUMENTS TO THE PUBLIC AND BECAUSE THE FEDERAL RECORDS ACT INCLUDED FILM AS DOCUMENTS, THE CENTER WAS IN A POSITION TO ACCUMULATE DATA ON ALL FEDERALLY PRODUCED AUDIOVISUAL PRODUCTS AND ALSO TO SELL FEDERALLY PRODUCED AUDIOVISUAL PRODUCTS TO THE GENERAL PUBLIC. THE CENTER'S SPECIFIC FUNCTION, THEN, IS TO ACT AS A DISTRIBUTOR ON BEHALF OF FEDERAL AGENCIES WHO WISH TO DISTRIBUTE PROGRAMS TO OTHER FEDERAL AGENCIES AND TO THE GENERAL PUBLIC, AND TO PROVIDE INFORMATION SERVICES ON ALL FEDERALLY PRODUCED AUDIOVISUAL TITLES.

MANY PROGRAMS ARE BROUGHT TO THE CENTER FOR THE PURPOSE OF SALE TO ANY INTERESTED BUYER, WHILE OTHERS ARE BROUGHT TO THE CENTER FOR FREE LOAN DISTRIBUTION. ALTHOUGH THE CENTER NO LONGER HANDLES FREE DISTRIBUTION, IT PROVIDES A CONSULTATION SERVICE TO AGENCIES ON HOW TO ACQUIRE FREE LOAN DISTRIBUTION SERVICES.

MANY AGENCIES VOLUNTARILY BRING MATERIALS TO THE CENTER AND ALLOW THE CENTER TO DEVELOP BOTH SELLING PROGRAMS AND RENTING PROGRAMS FOR THEIR MATERIALS. THESE ARE FREQUENTLY INSTRUCTIONAL MATERIALS AND THE CENTER WILL DEVELOP MARKETING PROGRAMS TO PROMOTE THEM TO THE PROPER AUDIENCES. IN MANY CASES WE DO THE PRIMARY DISTRIBUTION FOR THE AGENCIES AND IN SOME INSTANCES WE DO THE SECONDARY DISTRIBUTION, THAT IS, THE AGENCIES WILL HAVE DISTRIBUTED THE MATERIALS TO THEIR FIELD OFFICES OR TO APPROPRIATE SECTORS OF THE PUBLIC AND WE MAY DETERMINE THAT THE PRODUCT HAS A WIDER AUDIENCE. DEPENDING ON YOUR ORIENTATION, EITHER AS A USER OR A SUPPLIER OF MATERIALS, THE CENTER CAN BE VIEWED AS STRADDLING THE FENCE BETWEEN THE TWO INTERESTS. IN THE INSTANCES OF AGENCIES BRINGING THE MATERIAL TO US FOR DISTRIBUTION, WE PRESENT THEM TO THE GENERAL PUBLIC IN THE DISTRIBUTION PROGRAM; WHEN VIEWED FROM THE POINT OF VIEW OF THE USER, WE REPRESENT THE GENERAL PUBLIC IN SEARCHING BOTH OUR FILES AND ALL OTHER AVAILABLE GOVERNMENT FILES IN ORDER TO FIND MATERIALS SUITABLE TO THE USER'S NEEDS.

THE CREATION OF THE CENTER ESTABLISHED A SOURCE FOR THE COLLECTION OF DATA ON FEDERALLY PRODUCED MATERIALS AND A CENTRAL DISTRIBUTION POINT FOR THE SALE OR RENTAL OF THESE MATERIALS.

TO RESPOND TO OUR INFORMATION AND DISTRIBUTION REQUIREMENT, THE CENTER IS MADE UP OF 3 PRIMARY AREAS - #1 INFORMATION BRANCH, #2 DISTRIBUTION BRANCH, AND #3 THE MARKETING BRANCH. IN ADDITION TO THAT, IT'S SUPPORTED BY AN ACQUISITIONS AND DISPOSAL GROUP, WHICH IS RESPONSIBLE FOR CANVASSING THE FEDERAL GOVERNMENT IN AN EFFORT TO IDENTIFY NEW TITLES.

THE CENTER'S FIRST MAJOR DIVISION, THE INFORMATION BRANCH, HAS 3 SECTIONS; A CATALOGING SECTION, AN ADP SECTION AND A REFERENCE SECTION.

THE REFERENCE SECTION FURNISHES INFORMATION AT NO CHARGE TO OTHER FEDERAL AGENCIES, TO ANY INDIVIDUAL WITHIN THE PUBLIC SECTOR, TO PUBLIC SCHOOLS, AND HIGHER EDUCATION, AND TO PRIVATE BUSINESS. THE REFERENCE SECTION WILL HANDLE REQUESTS OF ANY SIZE AND WILL SEARCH OUR DATA FILE TO PRODUCE ONE OR ONE HUNDRED FEDERALLY PRODUCED TITLES; WE DO NOT HOWEVER, SEARCH COMMERCIAL DATA FILES. I WOULD EXPECT IN THE FUTURE THAT THE MAINTENANCE OF A CENTRALIZED COMMERCIAL FILE WILL BECOME A REALITY, ALTHOUGH I WOULD NOT VENTURE TO GUESS WHO WOULD MAINTAIN SUCH A FILE, BUT THE NEED IS CLEAR AND IMMINENT. AS I SAY, WE WILL PERFORM A SEARCH AT NO CHARGE AND WE WILL PREPARE A PRINTED LIST OF TITLES FOR THE REQUESTOR.

THE INFORMATION FUNCTION EXISTS INDEPENDENT OF THE SALE FUNCTION AND THERE IS NO REQUIREMENT THAT THE INFORMATION WE GENERATE FOR A REFERENCE BE TIED TO A SALE. QUITE OBVIOUSLY, AS A SELF-SUSTAINING OPERATION, WE ARE INTERESTED IN REFERENCE REQUESTS THAT TERMINATE IN SALES, BUT WE DON'T BIAS OUR PRIORITIES IN THE HANDLING OF REQUESTS IN THAT DIRECTION. WE TAKE ALL REQUESTS ON A FIRST-COME, FIRST-SERVE BASIS. I'LL SPEAK MORE ABOUT OUR REFERENCE SERVICES IN A FEW MINUTES.

OUR ADP OPERATION IS BEING INCREASED IN STAFF SIZE AND IN RESPONSIBILITY TO INCLUDE A TOTAL INFORMATION SYSTEM FOR THE CENTER. WITHIN THAT INFORMATION SYSTEM THERE WILL BE A DATA BASE OF SOME 10,000 PLUS TITLES, EACH TITLE CONTAINING APPROXIMATELY 60 DATA ELEMENTS, RANGING FROM DESCRIPTIVE TERMS AND ANNOTATIONS TO SUCH THINGS AS RUNNING TIME, THE STATUS OF THE TITLES AVAILABILITY, THE LOCATION OF THE PRINTING MASTERS AND ADDITIONAL DATA REQUIRED FOR MANAGEMENT'S USE.

IF YOU WERE TO SEARCH OUR FILES, YOU WOULD FIND AN EXTENSIVE ARRAY OF DESCRIPTIVE INFORMATION AS WELL AS DATA ON THE PHYSICAL EXISTENCE AND TRANSACTIONS OF THESE AUDIOVISUAL MATERIALS.

OUR OTHER OPERATION IS THAT OF THE CATALOGING SECTION WHICH HAS THE RESPONSIBILITY FOR CATALOGING ALL INCOMING AUDIOVISUAL INFORMATION. IT ALSO PROVIDES THE AUTHORITY SOURCE WITHIN THE CENTER FOR THE REFORMATTING OF ANY DATA THAT IS RECEIVED BUT DOES NOT MEET CURRENT SPECIFICATIONS FOR OUR INFORMATION SYSTEM.

THE CENTER'S SECOND MAJOR DIVISION, THE DISTRIBUTION BRANCH, IS RESPONSIBLE, OF COURSE, FOR THE PHYSICAL DISTRIBUTION OF OUR PRODUCTS. WE HANDLE ALL FORMATS FROM OUR ONE LOCATION IN WASHINGTON AND DISTRIBUTE THESE MATERIALS WORLD-WIDE.

THE CENTER'S THIRD MAJOR DIVISION, THE MARKETING BRANCH, HAS RECENTLY BEEN ORGANIZED AND IS RESPONSIBLE FOR THE GENERATION OF PROMOTIONAL MATERIALS TO THE BUYING PUBLIC. THEIR DIRECT RESPONSIBILITY IS TO GENERATE SALES, AND IN THE FUTURE WE WILL BE DIRECTING A MORE CONCENTRATED EFFORT TOWARD POTENTIAL GOVERNMENT USERS.

WE FIND THERE IS VERY LITTLE EFFORT MADE TO SHARE THE BENEFITS OF GOVERNMENT AUDIOVISUAL PRODUCTS AMONG FEDERAL OFFICES. IT IS OUR INTENTION TO ALERT AND INFORM RESOURCE PEOPLE, SUCH AS YOURSELVES, ABOUT OUR PROGRAM AND ITS BENEFITS.

THE ACQUISITION AND DISPOSAL GROUP IS RESPONSIBLE FOR ACQUIRING NEW PRODUCTS AND BECAUSE WE ARE A VOLUNTARY PROGRAM, AGENCIES ARE NOT REQUIRED TO REPORT NEW TITLES TO US, AND THEREFORE THIS REQUIRES AN EFFORT THAT CLOSELY RESEMBLES DOOR-TO-DOOR SELLING. THE CIVILIAN AGENCIES ARE SOMEWHAT RELUCTANT TO VOLUNTEER NEW TITLE INFORMATION UNTIL WE KNOCK ON THE DOOR AND TELL THEM WE KNOW THEY HAVE A NEW TITLE. THIS MAY PARTIALLY BE A FAULT OF OUR INFORMATION COLLECTION TECHNIQUE, WHICH HAS US CALLING ON PROGRAM PEOPLE RATHER THAN INFORMATION PEOPLE. WE FEEL THIS METHOD IS NECESSARY BECAUSE WE NEED ACCESS TO THE PRODUCER AND THE REPRODUCTION MASTERS IN ORDER TO MAKE COPIES AVAILABLE FOR SALE. THIS COLLECTION PROCEDURE IS UNDER REVIEW

AS WE SEARCH OUT WAYS TO KEEP THIS VOLUNTARY PROGRAM EFFICIENT AND SELF-SUSTAINING.

LET ME TALK AT THIS POINT ABOUT OUR HOLDINGS. I'D LIKE TO DO THAT IN A VERY GENERAL WAY AND SINCE I'M NOT A LIBRARIAN, I'D FIND IT VERY DIFFICULT TO TALK ABOUT IT IN A SPECIFIC WAY.

SINCE WE DO NOT HAVE EXTENSIVE EXPERIENCE WITH THE FEDERAL LIBRARIANS, I AM IN SOMETHING OF A QUANDRY AS TO HOW TO DIRECT MY COMMENTS ON OUR HOLDINGS AND OUR SERVICES. I'LL GIVE IT A GENERAL OVERVIEW AND HOPE THAT IT WILL RAISE SPECIFIC QUESTIONS ON YOUR PART THAT WILL GIVE ME AND MY COLLEAGUES A BETTER SENSE OF YOUR NEEDS.

OUR HOLDINGS ARE PRIMARILY IN THE 16MM FORMAT AND FROM THIS FORMAT WE CAN CONVERT TO 8MM OR VIDEO TAPE. OF OUR TOTAL COLLECTION I WOULD ESTIMATE APPROXIMATELY 90% OF OUR TITLES ARE IN 16MM, ALTHOUGH WE ARE EXPERIENCING A SIGNIFICANT INCREASE IN THE NUMBER OF MULTI-MEDIA KITS. AS THESE PRODUCTS COME INTO THE CENTER WE ARE IDENTIFYING ALL ELEMENTS OF THE KITS WITH DESCRIPTIVE INFORMATION AND ALL ELEMENTS WITHIN THE KIT ARE MADE AVAILABLE FOR SALE AS INDEPENDENT ITEMS. THE TREND SEEMS TO BE TOWARDS THESE LOWER PRICED PRODUCTS AND AS A CONSEQUENCE OUR INVENTORY IS INCREASING SIGNIFICANTLY IN THE KIT FORMATS.

WE DIVIDE OUR DATA FILE INTO 26 INDIVIDUAL SUBJECT AREAS AND THE RANGE IS QUITE EXTENSIVE. WE DEAL FROM BASIC SKILLS TRAINING ON A LATHE TO THE MOST SCIENTIFIC FINDINGS OF THE NASA EXPERIMENTS. THE BULK OF OUR DATA, IN TERMS OF SUBJECT MATTER, COVERS THE ALLIED HEALTH AREAS AND THE INDUSTRIAL ARTS AREAS.

THIS COLLECTION OF TITLES IS NOT NECESSARILY INDICATIVE OF THE GOVERNMENT'S TENDENCY TO PRODUCE IN ANY SPECIFIC AREA BUT RATHER REFLECTS OUR ABILITY TO FIND AVAILABLE MATERIALS. THE COLLECTION IS ALSO INFLUENCED BY THE EFFORTS OF SOME PRODUCERS TO MAKE THEIR MATERIALS AS AVAILABLE AS POSSIBLE TO ANY INTERESTED PARTY.

OUR TITLE AVAILABILITY IS FURTHER RESTRICTED BY THE TENDENCY OF PRODUCING AGENCIES TO NOT MAKE THEIR PRODUCTIONS AVAILABLE ON A WHOLESALE BASIS. THAT DOES NOT IMPLY ANY DESIRE TO RESTRICT DISTRIBUTION. WHAT'S NEEDED IS AN EDUCATIONAL EFFORT TO MAKE THE AGENCIES AWARE OF THE FACT THAT THERE ARE AUDIENCES THROUGHOUT THE COUNTRY THAT MIGHT LIKE TO AVAIL THEMSELVES OF THE AGENCY'S PRODUCTIONS.

WE GO FROM THE GENERAL DISTRIBUTION ITEM TO THE EXTREME OF THE SCIENTIFIC FILMS PRODUCED AS A BYPRODUCT OF AN AGENCY'S RESEARCH, SUCH AS THE NASA PROGRAM WHICH PRODUCES SOME EXTREMELY ESOTERIC MATERIALS. I WOULD WANT TO POINT OUT THAT WITH THE EXCEPTION OF NASA, THOSE MATERIALS WHICH GENERALLY FALL IN THE CATEGORY OF

HIGHLY SCIENTIFIC AND TECHNICAL, ARE NOT HANDLED BY THE CENTER, PRIMARILY BECAUSE WE ARE RESPONDING TO A PUBLIC NEED AND AS WE RECEIVE REQUESTS FOR INFORMATION FOR SPECIFIC SUBJECT AREAS, WE BEGIN TO SEARCH FOR PROGRAMS NECESSARY TO HANDLE THEM. THE HIGHLY SCIENTIFIC MATERIALS HAVE SUCH LIMITED AUDIENCES THAT WE SIMPLY HAVE NOT FOUND THE NEED TO DATE TO BEGIN HANDLING SUCH TITLES ON A GENERAL BASIS, WHICH IS NOT TO SAY THAT WE WOULD NOT DO SO IN THE FUTURE AS THE NEED BECOMES APPARENT.

FROM THE USER'S POINT OF VIEW THE BULK OF OUR MATERIALS ARE ENRICHMENT MATERIALS, THAT IS, THEY ARE NOT CURRICULUM SPECIFIC, THEY ARE NOT HARD DATA LEARNING TOOLS. THE LARGEST CUSTOMERS WE SERVICE ARE THE PUBLIC SCHOOL SYSTEMS, GRADES 6 THRU 12, AND WE SERVICE THEM FOR THE MOST PART, WITH MATERIALS WHICH ARE ADDITIONS TO THEIR EXISTING CURRICULUM. WE DO HAVE A GROWING NUMBER OF CURRICULUM SPECIFIC MATERIAL - BASIS SKILLS TRAINING, OFFICE SKILLS, AND VOCATIONAL EDUCATION - THESE MATERIALS ARE BEING INCREASINGLY USED BY PUBLIC SCHOOLS, BY BUSINESSES, AND FEDERAL AGENCIES IN THEIR TRAINING PROGRAMS.

THE VAST MAJORITY OF OUR TITLES DO NOT HAVE RESTRICTIONS ON THEIR USE AND WE DO NOT HANDLE CLASSIFIED TITLES.

OUR COLLECTION IS A VERY DYNAMIC ONE AND PROBABLY ITS MOST OUTSTANDING CHARACTERISTIC IS ITS GROWTH. WE RECEIVE APPROXIMATELY 800 TITLES PER YEAR FROM THE FEDERAL AGENCIES AND IF CERTAIN FEDERAL MANAGEMENT NOTICES GO INTO EFFECT, WE HOPE THAT THE RECORDING ACTIVITY WILL INCREASE TO ABOUT 2000 TITLES PER YEAR.

ALL OF THE TITLES THAT THE CENTER ACCEPTS INTO ITS PROGRAM ARE PRODUCED BY OR FOR THE FEDERAL GOVERNMENT. THERE IS, IN ALL CASES, A VERY CLEAR LINE BETWEEN THE ORIGINS OF THE FUNDS INVOLVED IN THE PRODUCTION AND THE AUDIOVISUAL PRODUCT WE ACCEPT.

WE GENERALLY DO NOT MAINTAIN OR HANDLE MATERIALS PRODUCED ON GRANTS. MATERIALS MUST BE CLEARLY AND WHOLLY OWNED BY THE FEDERAL GOVERNMENT. THIS CURRENTLY EXCLUDES US FROM A CONSIDERABLE AMOUNT OF RESEARCH WORK DONE FOR THE FEDERAL GOVERNMENT IN THE EDUCATIONAL AUDIOVISUAL FIELD, AND PARTICULARLY THOSE MATERIALS PRODUCED WITH MIXED DOLLARS BETWEEN THE FEDERAL GOVERNMENT AND STATE AND LOCAL GOVERNMENTS, UNIVERSITIES, AND BUSINESSES. IN THE LONG RUN WE HOPE TO BE ABLE TO RESOLVE THE RIGHTS PROBLEMS TO SUCH MATERIALS, SO THAT WE MIGHT BE ABLE TO DISTRIBUTE ALL OF THEM. KEEPING IN MIND THAT OUR PRIME FUNCTION IS THE DISTRIBUTION OF THE PRODUCT, THE INFORMATION BASE IS DESIGNED TO FACILITATE OUR ROLE AS A CLEARINGHOUSE OF AUDIOVISUAL PRODUCTS RATHER THAN A CLEARINGHOUSE OF INFORMATION ABOUT AUDIOVISUALS.

I MIGHT ALSO, AT THIS POINT, MENTION THAT THERE HAS BEEN NO EFFORT TOWARD HISTORICAL DATA COLLECTION; THE OPERATING PHILOSOPHY FOR DATA

COLLECTION AT PRESENT IS TO RESPOND TO CUSTOMER DEMANDS FOR TITLES AND FOR AGENCIES TO VOLUNTEER INFORMATION ON THEIR TITLES PLUS OUR OWN ACQUISITIONS EFFORTS.

PENDING POLICY DECISIONS MAY ALLOW US TO UNDERTAKE AN HISTORICAL DATA COLLECTION FOR EARLIER PRODUCTIONS, BUT THE VALUE OF SUCH AN EFFORT IS IN QUESTION. A DEMONSTRATED NEED WILL HAVE TO BE APPARENT BEFORE SUCH A TASK IS BEGUN.

WHEN THE TITLES HAVE BEEN CATALOGED BY THE CENTER, WE COMPILE NEW TITLE LISTINGS ON A QUARTERLY BASIS AND PRESENT THOSE IN OUR NICEM FORMAT TO THE LIBRARY OF CONGRESS, WHO IN TURN CONVERTS THE MATERIALS INTO THE MARC FORMAT. THE LIBRARY OF CONGRESS FORWARDS OUR UPDATES TO NICEM FOR INCLUSION IN THEIR DATA BASE AND PUBLICATIONS.

FROM THE LIBRARY OF CONGRESS FILES, MANY OF THE CLEARINGHOUSES WITHIN THE COUNTRY THEN MAKE USE OF OUR INFORMATION. IN SOME CASES TITLES WHICH WE DISTRIBUTE APPEAR IN OTHER DATA FILES AT THE INITIATION OF THE PRODUCING AGENCY. THE NATIONAL MEDICAL AUDIOVISUAL CENTER, TO WHICH WE DO NOT HAVE ANY ORGANIZATIONAL TIES, DISTRIBUTES ITS TITLE INFORMATION THROUGH THE NATIONAL LIBRARY OF MEDICINE, AVLINE NETWORK, AND THESE FILES IDENTIFY THE CENTER AS THE SALES DISTRIBUTOR FOR ALL OF THEIR MATERIALS.

WE DO NOT AT THIS TIME HAVE A FORMAL RELATIONSHIP WITH OTHER CLEARINGHOUSES FOR THE LISTING OF OUR TITLES. WE DO HAVE A STAFF

EMPLOYEE WHO IS ACTIVELY SEEKING BOTH GOVERNMENT AND PRIVATE OUTLETS FOR OUR DATA FILE IN ORDER TO FACILITATE THE AVAILABILITY OF OUR TITLES AND THEIR INFORMATION.

THE CENTER'S REFERENCE SERVICES, WHETHER IT BE TO INTERNAL GOVERNMENT OR TO THE CIVILIAN SECTOR, CAN RANGE FROM LARGE COMPREHENSIVE CATALOGS FOR REFERENCE LIBRARIES TO SINGLE TITLE RESPONSES. IN ADDITION TO CUSTOMIZED SEARCHES, THE CENTER ALSO HAS A NUMBER OF PUBLICATIONS TO ASSIST THE USER OF AUDIOVISUAL PRODUCTS; FOR EXAMPLE "A CATALOG OF UNITED STATES GOVERNMENT PRODUCED AUDIOVISUAL MATERIALS 1974-75", AND OUR MONTHLY "SELECT LIST". WE ARE IN THE PROCESS OF UPDATING OUR PUBLICATIONS TO REFLECT THE TYPE OF REQUEST WE GET FROM CUSTOMERS AND IN SO DOING WE ARE CREATING INDIVIDUAL SUBJECT CATALOGS TO MEET SPECIFIC NEEDS RATHER THAN THE PRACTICE OF THE UNQUALIFIED GIVE AWAY OF LARGE AND EXPENSIVE CATALOGS. THE SUBJECT CATALOGS WILL BE MAILED TO USERS WHO ARE REQUESTING TITLE INFORMATION IN A SPECIFIC SUBJECT AREA; FOR THOSE WHO ARE IN REFERENCE LIBRARY OPERATIONS WE WILL CONTINUE TO SEND LARGE COMPREHENSIVE LISTINGS AND IN THE FUTURE WE WILL BE DEVELOPING AN UPDATING SYSTEM IN AN EFFORT TO KEEP THE REFERENCE LIBRARIES CURRENT.

IN THE FUTURE WE HOPE TO PROVIDE ON-LINE SEARCHING CAPABILITY AND/OR PRINTOUTS FOR THE FEDERAL AND CIVILIAN COMMUNITIES. WE WILL ALSO BE DEVELOPING FILM AND FICHE CAPABILITIES IN ORDER TO PROVIDE WIDER USE OF THE DATA FILE AND WE WILL BE EXAMINING THE SALE OF THE FICHE ITSELF.

WE ARE IN THE PROCESS OF SEEKING INFORMATION ON HOW WE CAN SERVE THE INDIVIDUAL CLASSROOM TEACHERS AND THE RESOURCE LIBRARIANS IN TERMS OF USER NEEDS.

WE SERVE A SIZEABLE NUMBER OF INDIVIDUAL TEACHERS, LIBRARIANS, AND PRIVATE CITIZENS THROUGHOUT THE COUNTRY AND WE DO APPROXIMATELY 65,000 SALE TRANSACTIONS A YEAR, AND IN ADDITION TO THAT, WE DO 1500 REFERENCE SEARCHES PER MONTH. YET WHEN YOU CONSIDER THE SIZE OF THE UNIVERSE, WE SERVE A RELATIVELY SMALL PERCENTAGE. WE ARE ENDEAVORING TO MAKE OUR SERVICES BETTER KNOWN AND MORE AVAILABLE AND WE HAVE TWO NEW BROCHURES ON SERVICES TO THE FEDERAL AGENCIES AND SERVICES TO THE GENERAL PUBLIC WHICH I HAVE AVAILABLE FOR DISTRIBUTION AFTER THE TALK IS OVER. I ENCOURAGE YOU TO TAKE AND MAKE USE OF THESE AND I'D ALSO LIKE TO INVITE YOU TO VISIT US IN BOOTH 511 ON THE 4TH FLOOR OF THE PALMER HOUSE, WHERE OUR STAFF WILL BE MORE THAN HAPPY TO ANSWER SPECIFIC QUESTIONS.

LET ME NOW GET INTO SOME OF THE OPERATIONAL PROCEDURES THAT WE FOLLOW AND DESCRIBE A FEW OF THE PROBLEMS THAT WE ARE HAVING.

ONE OF THE PROBLEMS THAT PLAGUES THE CENTER'S OPERATION IS THE LACK OF VALIDATED ANNOTATIONS. MANY MATERIALS COME TO THE CENTER FROM THE AGENCIES AND IN FACT ARE NOT SEEN BY THE STAFF AT THE CENTER. THE HIGH VOLUME OF TITLES THAT WE HANDLE MAKES IT VERY EXPENSIVE TO PROCURE COPIES OF FILMS IN ORDER TO REVIEW THEM AND VALIDATE THE ANNOTATION AND WE WORK IN SOMEWHAT OF A REMOTE CONTROL OPERATION IN THAT SENSE.

IT IS NOT UNLIKELY FOR THE CENTER TO SELL, DISTRIBUTE AND PROVIDE INFORMATION ON A PRODUCT IT HAS NEVER SEEN. IT IS AN UNFORTUNATE CIRCUMSTANCE.

THE LONG TERM EFFORTS ON THE PART OF THE CENTER WILL BE TO REVIEW ALL TITLES AND TO PROVIDE AS ACCURATE A DESCRIPTION OF THE MATERIALS' CONTENTS AS POSSIBLE.

EACH OF OUR TITLES WILL HAVE APPROXIMATELY 60 DATA ELEMENTS THAT WILL DESCRIBE THE MATERIAL FOR VARIED VIEWPOINTS. I WOULD VENTURE THE GUESS THAT THERE ISN'T A LIBRARIAN IN THE ROOM WHO HASN'T BROKEN AT LEAST ONE PENCIL IN FRUSTRATION OVER THE PROBLEMS OF STANDARDIZED TERMS. WE ARE NO EXCEPTION AND JOHN CAREY, OUR CATALOG HEAD, IS A VETERAN OF THE STANDARDS WARS.

THE SELECTION OF OUR DATA ELEMENTS WAS A REFLECTION OF USER NEEDS, MEDIA DISTRIBUTION NEEDS, AND MANAGEMENT INFORMATION NEEDS. AN ADDITIONAL PROBLEM IN TAGGING AUDIOVISUAL INFORMATION IS RELATED TO THE FEDERAL AGENCY RESPONSIBLE FOR THE MEDIA'S PRODUCTION. REORGANIZATION WITHIN DEPARTMENTS CREATE GENEALOGIES THAT ARE OFTEN IMPOSSIBLE TO TRACE, THEREFORE WE ARE LEFT WITH THE ORIGINAL PRODUCER GROUPS, OR OFFICES THAT NO LONGER EXIST. THIS SITUATION CREATES PROBLEMS FOR THE CENTER WHEN WE TRY TO OBTAIN RIGHTS FOR REPRODUCTION OF FILMS OR TO IDENTIFY OBSOLESENCE OF CONTENT OR TO ESTABLISH AVAILABILITY CONDITIONS AND/OR LIMITATIONS.

IN A STUDY CONDUCTED BY THE OFFICE OF MANAGEMENT AND BUDGET IT WAS RECOMMENDED THAT THE CENTER BE RESPONSIBLE FOR THE DEVELOPMENT OF A GOVERNMENT-WIDE DATA BASE FOR AUDIOVISUAL AND FOR THE DEVELOPMENT OF A COMMON INDEXING SYSTEM FOR THAT DATA BASE.

THE CENTER IS CURRENTLY IN THE PROCESS OF COMPLETING ITS DESIGN WORK FOR THE DATA FILE AND ITS INPUT PROCEDURES. WE DO NOT EXPECT TO STANDARDIZE THE INDEXING SYSTEM UNTIL SOME EXPERIENCE HAS BEEN GAINED THROUGH THE OPERATION OF THIS FILE.

UNDER THE COMMON DATA FILE PROCEDURE, AGENCIES WOULD BE REQUIRED TO REPORT THEIR PRODUCTIONS TO THE CENTER. THIS WOULD BE THE SOURCE OF THE 2000 TITLES PER YEAR I MENTIONED EARLIER. THE LARGE NUMBER IS DECEPTIVE IN THAT IT REFLECTS PRODUCTION NUMBERS AND NOT NECESSARILY QUALITY.

THE ENABLING POLICIES HAVE NOT YET BEEN FINALIZED BUT WE ARE HOPING FOR THE GO AHEAD IN THE NEAR FUTURE.

THE CENTER HAS A STRONG AND HEALTHY ATTITUDE TOWARDS ITS PROGRAM. WE FEEL THERE IS AN ENORMOUS WEALTH OF MATERIAL THAT CAN BE BROUGHT TO THE PUBLIC'S ATTENTION, MATERIALS THAT SHOULD AFFECT THE QUALITY OF OUR LIVES.

IT'S OUR OBJECTIVE TO BECOME A VIABLE ALTERNATIVE SOURCE IN THE MINDS OF THE PUBLIC WHEN THEY'RE THINKING AND SEARCHING FOR AUDIOVISUALS.

WHEN I LOOKED AT THE TITLE OF MY TALK "THE NEW KID ON THE BLOCK", I THOUGHT I MIGHT MAKE SOME COMPARISONS BETWEEN OURSELVES AND THESE OTHER INFORMATION KIDS BUT I BECAME RELUCTANT TO MAKE THE COMPARISON AS I CONSIDERED HOW MUCH LARGER AND OLDER THEY ARE; AND THEIR POPULARITY AMONG USERS. BUT I FOUND THAT I COULD TAKE COMFORT IN THE FACT THAT WHILE WE MAY BE THE NEW KID ON THE BLOCK - WHEN IT COMES TO GOVERNMENT-WIDE MEDIA DISTRIBUTION - WE'RE THE ONLY KID ON THE BLOCK.